

ORDER



KLAS

Orders Order / Rev: 37664
Alt Order #: 08887248
Product Desc: ISSUE
Estimate: 1257
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Cross Roads Media
Buying Contact:
Billing Contact:
66 Canal Center Plaza
Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru: 09/12/10
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	24	\$59,000.00	\$50,150.00
10/29/12	10/30/12	11	\$26,000.00	\$22,100.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$59,000.00	\$50,150.00	0.00
November 2012	11	\$26,000.00	\$22,100.00	0.00
Totals	35	\$85,000.00	\$72,250.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$85,000.00
Market	100%	\$283,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$70,833.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$14,166.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/24/12	10/24/12	8 News Now 11p M-F	CM	11-1135p	--W----	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00

8 NEWS NOW AT 11PM

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/22/12	10/28/12	--W----	1	\$5,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	10/26/12	10/26/12		CM	11-1135p	----F--	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 11p M-F															
8 News Now 11p M-F															
8 NEWS NOW AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	-----F--				1	\$5,000.00			0.00					
E 3	8	10/29/12	10/29/12	8 News Now 11p M-F	CM	11-1135p		:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
8 News Now 11p M-F															
8 NEWS NOW AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12	11/04/12	M-----				1	\$5,000.00			0.00					
E 4	8	10/27/12	10/27/12	8 News Now Sat 5-7p	CM	5-7p		:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 News Now Sat 5-7p (5:00 PM-5:30 PM)															
8 NEWS NOW AT 5PM-SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	-----S-				1	\$2,500.00			0.00					
E 5	8	10/24/12	10/24/12	8 News Now Noon M-F	CM	12-1230p		:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 News Now Noon M-F															
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	--W----				1	\$2,000.00			0.00					
E 6	8	10/25/12	10/25/12	8 News Now Noon M-F	CM	12-1230p		:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 News Now Noon M-F															
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	---T---				1	\$2,000.00			0.00					
E 7	8	10/26/12	10/26/12	8 News Now Noon M-F	CM	12-1230p		:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 News Now Noon M-F															
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	----F--				1	\$2,000.00			0.00					
E 8	8	10/29/12	10/29/12	8 News Now Noon M-F	CM	12-1230p		:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 News Now Noon M-F															
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12	11/04/12	M-----				1	\$2,000.00			0.00					
E 9	8	10/30/12	10/30/12	8 News Now Noon M-F	CM	12-1230p		:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 News Now Noon M-F															
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12	11/04/12	-T-----				1	\$2,000.00			0.00					
E 10	8	10/27/12	10/27/12	8 News Now Sat 5-7p	CM	5-7p		:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 News Now Sat 5-7p (6:30 PM-7:00 PM)															
8 NEWS NOW AT 630PM-SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	-----S-				1	\$2,500.00			0.00					
E 11	8	10/24/12	10/24/12	Live w/Kelly	CM	9-10a		:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
Live w/Kelly															
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	--W----				1	\$2,000.00			0.00					
E 12	8	10/25/12	10/25/12	Live w/Kelly	CM	9-10a		:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
Live w/Kelly															
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	---T---				1	\$2,000.00			0.00					
E 13	8	10/26/12	10/26/12	Live w/Kelly	CM	9-10a		:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
Live w/Kelly															
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	----F--				1	\$2,000.00			0.00					
E 14	8	10/29/12	10/29/12		CM	9-10a		:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live w/Kelly															
Live w/Kelly															
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 15	8	10/30/12	10/30/12	Live w/Kelly	CM	9-10a		:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
Live w/Kelly															
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 16	8	10/24/12	10/24/12	8 News Now 4p M-F	CM	4-5p		:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 News Now 4p M-F															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 17	8	10/25/12	10/25/12	8 News Now 4p M-F	CM	4-5p		:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 News Now 4p M-F															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 18	8	10/26/12	10/26/12	8 News Now 4p M-F	CM	4-5p		:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 News Now 4p M-F															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 19	8	10/29/12	10/29/12	8 News Now 4p M-F	CM	4-5p		:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 News Now 4p M-F															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 20	8	10/30/12	10/30/12	8 News Now 4p M-F	CM	4-5p		:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 News Now 4p M-F															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 21	8	10/28/12	10/28/12	Sun 530-6p Ins Ed Wknd	CM	530-6p		:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
Inside Edition Wknd															
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 22	8	10/24/12	10/24/12	8 News Now 5-630p M-FCM	CM	5-630p		:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 News Now 5-630p M-F															
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 23	8	10/25/12	10/25/12	8 News Now 5-630p M-FCM	CM	5-630p		:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 News Now 5-630p M-F															
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 24	8	10/26/12	10/26/12	8 News Now 5-630p M-FCM	CM	5-630p		:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 News Now 5-630p M-F															
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 25	8	10/29/12	10/29/12	8 News Now 5-630p M-FCM	CM	5-630p		:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 News Now 5-630p M-F															
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 26	8	10/30/12	10/30/12	CM	5-630p	-T-----		:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00

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KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 5-630p M-F															
8 News Now 5-630p M-F															
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1	\$3,000.00			0.00					
E 27	8	10/28/12	10/28/12	8 News Now Sun 5-7p	CM	5-7p		:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				8 News Now Sun 5-7p		(6:30 PM-7:00 PM)									
8 News Now at 630PM-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$3,000.00			0.00					
E 28	8	10/28/12	10/28/12	8 News Now Sun AM #2	CM	8 News Now Sun A-----S		:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				8 News Now Sun AM #2											
8 News Now Sunday Morning- #2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$2,500.00			0.00					
E 29	8	10/24/12	10/24/12	8 News Now 5a M-F	CM	5-6a		:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				8 News Now 5a M-F											
8 News At 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1	\$1,000.00			0.00					
E 30	8	10/25/12	10/25/12	8 News Now 5a M-F	CM	5-6a		:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				8 News Now 5a M-F											
8 News At 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1	\$1,000.00			0.00					
E 31	8	10/26/12	10/26/12	8 News Now 5a M-F	CM	5-6a		:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				8 News Now 5a M-F											
8 News At 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1	\$1,000.00			0.00					
E 32	8	10/29/12	10/29/12	8 News Now 5a M-F	CM	5-6a		:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				8 News Now 5a M-F											
8 News At 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1	\$1,000.00			0.00					
E 33	8	10/30/12	10/30/12	8 News Now 5a M-F	CM	5-6a		:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				8 News Now 5a M-F											
8 News At 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1	\$1,000.00			0.00					
E 34	8	10/27/12	10/27/12	8 News Now Sat 11p	CM	11-1135p		:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				8 News Now Sat 11p											
8 News Now At 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----S-		1	\$2,500.00			0.00					
E 35	8	10/28/12	10/28/12	8 News Now Sun 11p	CM	11-1135P		:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				8 News Now Sun 11p											
8 News Now At 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$2,500.00			0.00					

Totals 35 \$85,000.00